



LOU DIETRICH

**SENIOR EXECUTIVE
ASSISTANT TO
EDWARD WEDBUSH**

What famous person would you like to meet and why?

3 Famous Persons I would love to meet: Blessed Mother Teresa of Calcutta, who, to me, is the epitome of selflessness and charity; Ayn Rand, for her philosophical books and system called objectivism; and Kahlil Gibran, whose prose poetry book "The Prophet" has mystified and inspired me – timeless and transcends religions.

When did you first become interested in working in finance?

In high school, I had the option to either major in bookkeeping, stenography and typing, or salesmanship with mandatory office practice (internship). And although my choice was bookkeeping, I was assigned to focus on steno and typing. For office practice, I had a great opportunity to intern at a national bank and there I realized my affinity with the world of finance. With such background in banking and finance, including hands-on training in office practices and skills, my career as a C-suite executive assistant has spanned multiple Fortune 500 financial institutions.

In 3 sentences, tell me about your role at the firm.

I am a seasoned executive assistant extraordinaire of many hats – gatekeeper, scheduler, executive and personal assistant, duties that help keep the President's office running efficiently. Liaising and working with Board Members, executives, and colleagues from the various departments and offices, taking notes at Management Committee Meetings, and serving on the Wedbush Cares and Branding Committees make for a very enjoyable and rewarding office life.

What do you like to do in your spare time?

Spare time? When not at work and schedules permitting, we make special time to enjoy the company of family and friends, most especially with the other LOML – our Grandson. We enjoy the simple things, like making homemade Angry Bird pancakes, heart-shaped waffles, donut pops, visiting parks, and enjoying family picnics and outings – just a plethora of things to rediscover and experience. Occasional getaways and mini vacations to near and far away destinations make for welcome breaks.

What is one thing that most people would be surprised to learn about you?

Early on, I was fascinated by radio and television broadcasting, and considered a career in mass communications. Growing up as a teenager before the advent of the internet, I thought that, to be heard and not seen was just the magic called radio.

If you could visit any place in the world, where would it be and why?

Travel does wonders to the soul – visiting amazing sights, gothic churches and old baroque buildings like Prague would be like a dream come true. It's truly awe-inspiring and amazing to be in the presence of places and antiquities that have survived the middle ages, the medieval times, the Renaissance, and the Age of Discovery... all the various ages.